

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

2. (original) The method of claim 1 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

3. (original) The method of claim 1 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

4. (original) The method of claim 3 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification;
and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

5. (original) The method of claim 1 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

6. (original) The method of claim 5 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

7. (original) The method of claim 1 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

8. (original) The method of claim 7 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a program being received by the receiver during the corresponding day part.

9. (original) The method of claim 7 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

10. (original) The method of claim 7 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

11. (original) The method of claim 10 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

12. (original) The method of claim 7 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

13. (original) The method of claim 12 wherein the suppression of prompting comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

14. (original) The method of claim 1 further comprising:

storing audience identification data in tables;

collapsing the tables if the tables contain insufficient data to make a prompting decision.

15. (original) The method of claim 14 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

16. (original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on;

prompting the audience member to enter the audience member identification if the variable is not greater than a threshold; and,

suppressing prompting of the audience member if the variable is greater than the threshold.

17. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

18. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

19. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

20. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

21. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

22. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

23. (original) The method of claim 16 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

24. (original) The method of claim 16 wherein the suppression of prompting comprises:

determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

25. (original) The method of claim 24 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

26. (original) The method of claim 24 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

27. (original) The method of claim 26 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether, the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

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28. (original) The method of claim 24 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

29. (original) The method of claim 28 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,
suppressing prompting of the audience member if the audience member has already entered the audience member identification.

30. (original) The method of claim 24 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

31. (original) The method of claim 30 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a program being received by the receiver during the corresponding day part.

32. (original) The method of claim 30 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

33. (original) The method of claim 30 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

34. (original) The method of claim 33 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification; and

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

35. (original) The method of claim 30 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,

executing the method only after the passage of a predetermined amount of time from the initial prompting.

36. (original) The method of claim 35 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification .

37. (original) The method of claim 24 further comprising:

storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

38. (original) The method of claim 37 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

39. (original) The method of claim 16 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

40. (original) The method of claim 16 further comprising:
initially prompting the audience member to enter the audience member
identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of
time from the initial prompting.

41. (original) The method of claim 16 wherein the suppression of prompting
comprises:
if the variable is greater than the threshold, determining whether the variable
is equal to a current persons count;
prompting the audience member to enter the audience member identification if
the variable is not equal to the current persons count; and,
suppressing prompting of the audience member if the variable is equal to the
current persons count.

42. (original) The method of claim 41 wherein the suppression of prompting of
the audience member if the variable is equal to the current persons count comprises:
if the variable is equal to the current persons count, determining a probability
that the audience member is in an audience of a receiver;
prompting the audience member to enter the audience member identification if
the probability that the audience member is in the audience of the receiver is less than a
threshold; and,
suppressing prompting of the audience member if the probability that the
audience member is in the audience of the receiver is greater than the threshold.

43. (original) The method of claim 42 wherein the suppression of prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold comprises:

if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;

prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,

suppressing prompting of the audience member if the audience member has already entered the audience member identification.

44. (original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

prompting the audience member to enter the audience member identification at intermittent prompting occasions;

at each prompting occasion, determining a likelihood based upon past audience composition and tuning habits that the audience member is in an audience of a receiver; and,

suppressing prompting of the audience member if the determination made at a corresponding prompting occasion indicates that it is likely that the audience member is in the audience of the receiver.

45. (original) The method of claim 44 wherein the determination of likelihood comprises determining a probability that the audience member is in the audience of the receiver, and wherein the suppression of prompting comprises:

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

46. (original) The method of claim 45 wherein the determination of a probability comprises determining by day part the probability that the audience member is in the audience of a receiver.

47. (original) The method of claim 45 wherein the determination of a probability comprises determining by SID class the probability that the audience member is in the audience of a receiver.

48. (original) The method of claim 44 wherein the determination of likelihood comprises determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on, and wherein the suppression of prompting comprises:

prompting the audience member to enter the audience member identification if the variable is not greater than a threshold; and,

suppressing prompting of the audience member if the variable is greater than the threshold.

49. (original) The method of claim 48 wherein the determination of a variable comprises determining by day part the variable as a function of the number of times that the audience member was in the audience of the receiver and the number of times that the receiver was turned on.

50. (original) The method of claim 48 wherein the determination of a variable comprises determining by SID class the variable as a function of the number of times that the audience member was in the audience of the receiver and the number of times that the receiver was turned on.

51. (original) The method of claim 48 wherein the suppression of prompting of the audience member if the variable is greater than the threshold comprises:

if the variable is greater than the threshold, determining whether the variable is equal to a current persons count;

prompting the audience member to enter the audience member identification if the variable is not equal to the current persons count; and,

suppressing prompting of the audience member if the variable is equal to the current persons count.

52. (original) The method of claim 51 wherein the suppression of prompting of the audience member if the variable is equal to the current persons count comprises:

if the variable is equal to the current persons count, determining a probability that the audience member is in an audience of a receiver;

prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,

suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.

53. (original) The method of claim 44 wherein the intermittent prompting occasions are nominally separated from one another by a period T , and wherein the method further comprises varying the period T depending upon prior responses to the prompting.

54. (original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

- applying a heuristic to determine whether the audience member is in an audience of a receiver;
- counting the audience members in the audience of the receiver to produce a count;
- prompting the audience member to enter the audience member identification if the heuristic indicates that the audience member is not in the audience of the receiver and if the count is not equal a number of logged in audience members; and,
- suppressing prompting of the audience member if the heuristic indicates that the audience member is in the audience of the receiver and if the count is equal the number of logged in audience members.

55. (original) The method of claim 54 wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a probability that the audience member is in an audience of a receiver, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression of prompting of the audience member comprises suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold and if the count is equal a number of logged in audience members.

56. (original) The method of claim 55 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

57. (original) The method of claim 54 wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the variable is not greater than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression of prompting of the audience member comprises suppressing prompting of the audience member if the variable is greater than the threshold and if the count is equal a number of logged in audience members.

58. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

59. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

60. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

61. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

62. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

63. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a SIED and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

64. (original) The method of claim 57 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

65. (original) The method of claim 54 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

66. (original) The method of claim 54 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

67. (original) The method of claim 54 further comprising:
storing audience identification data in tables; collapsing the tables if the
tables contain insufficient data to make a prompting decision.

68. (original) A method of prompting an audience member to enter an
audience member identification into an audience meter comprising;
determining a probability that the audience member is in an audience of a
receiver based upon both tuning history and tuning style;
prompting the audience member to enter the audience member
identification if the probability that the audience member is in the audience of the
receiver is less than a threshold; and,
suppressing prompting of the audience member if the probability that the
audience member is in the audience of the receiver is greater than the threshold.

69. (original) The method of claim 68 wherein the tuning style comprises
tuning velocity.

70. (original) The method of claim 68 wherein the tuning style comprises
tuning acceleration.

71. (original) The method of claim 68 wherein the tuning style comprises
tuning velocity and tuning acceleration.

72. (original) The method of claim 68 wherein the tuning style comprises program clustering.

73. (original) The method of claim 68 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

74. (original) The method of claim 68 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

75. (original) The method of claim 68 wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

76. (original) The method of claim 68 further comprising:
storing audience identification data in tables;
collapsing the tables if the tables contain insufficient data to make a prompting decision.

77. (original) A method of prompting an audience member to enter an audience member identification into an audience meter comprising:

determining a variable as a function of a number of times that the audience member was in an audience of a receiver and a number of times that the receiver was turned on;

determining a probability that the audience member is in an audience of a receiver based upon tuning style;

prompting the audience member to enter the audience member identification if the variable is not greater than a first threshold and if the probability is not greater than a second threshold; and,

suppressing prompting of the audience member if the variable is greater than the threshold and if the probability is greater than a second threshold.

78. (original) The method of claim 77 wherein the tuning style comprises tuning velocity.

79. (original) The method of claim 77 wherein the tuning style comprises tuning acceleration.

80. (original) The method of claim 77 wherein the tuning style comprises tuning velocity and tuning acceleration.

81. (original) The method of claim 77 wherein the tuning style comprises program clustering.

82. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

83. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

84. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

85. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience

member was in an audience of the receiver by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

86. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

87. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

88. (original) The method of claim 77 wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member was in an audience of the receiver by a SID and a number of times that the receiver was turned on by the SID.

89. (original) The method of claim 77 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

90. (original) The method of claim 77 further comprising:
initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time from the initial prompting.

Please add the following new claims:

91. (new) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:
determine a variable representative of a likelihood an audience member is present in an audience of a receiver;
prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold; and
suppress prompting of the audience member if the representative value is greater than the threshold.

92. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by

computing a probability the audience member is present in the audience.

93. (new) An article of manufacture as defined in claim 92 wherein the probability is computed based upon a number of times that the audience member has been in the audience of the receiver during a corresponding day part.

94. (new) An article of manufacture as defined in claim 93 wherein the probability is computed based upon a predetermined program being received by the receiver during the corresponding day part.

95. (new) An article of manufacture as defined in claim 93 wherein the probability is computed based upon a predetermined source identification (SID) code.

96. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the audience member was historically in the audience of the receiver.

97. (new) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on

a number of times that the receiver has been turned on.

98. (new) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

99. (new) An article of manufacture as defined in claim 96 wherein the number of times that the audience member was historically in the audience of the receiver and the number of times that the receiver has been turned on are referenced to a predetermined day part.

100. (new) An article of manufacture as defined in claim 96 wherein the number of times that the audience member was historically in the audience of the receiver and the number of times that the receiver has been turned on are referenced to a predetermined source identification (SID) code.

101. (new) An article of manufacture as defined in claim 96 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon at least one of tuning style or tuning patterns.

102. (new) An article of manufacture as defined in claim 101 wherein tuning style comprises at least one of tuning velocity, tuning acceleration, or program clustering.

103. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver using a heuristic.

104. (new) An article of manufacture as defined in claim 103 wherein the heuristic utilizes at least one of: a number of times that the audience member has been in the audience; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that the receiver is turned on; or whether the audience member is logged in.

105. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon tuning style.

106. (new) An article of manufacture as defined in claim 105 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on

tuning history.

107. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by computing a likelihood based upon past audience composition and tuning habits.

108. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the audience member has already entered the audience member identification.

109. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to wait a pre-determined amount of time between prompting decisions.

110. (new) An article of manufacture as defined in claim 109 wherein the machine readable instructions cause the machine to initially prompt the audience member to enter the audience member identification upon a detection that the receiver has been turned on.

111. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to prompt or suppress the prompting at

intermittent prompting occasions.

112. (new) An article of manufacture as defined in claim 111 wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the period T varies depending upon prior responses to the prompting.

113. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

- count the audience members in the audience of the receiver to produce a count;
- prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and
- suppress prompting of the audience member if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

114. (new) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

- store audience identification data in tables; and
- collapse the tables if the tables contain insufficient data to make a prompting decision.

115. (new) An article of manufacture as defined in claim 114 wherein the collapsing of the tables is weighted depending upon age of the audience member

identification data.

116. (new) An apparatus comprising:
a memory; and
a processor coupled to the memory and programmed to:
determine a variable representative of a likelihood an audience member is present
in an audience of a receiver;
prompt the audience member to enter an audience member identification if the
representative variable is not greater than a threshold; and
suppress prompting of the audience member if the representative value is greater
than the threshold.

117. (new) An apparatus as defined in claim 116, wherein the processor is
programmed to determine the variable representative of the likelihood the audience
member is present in the audience of the receiver by computing a probability the
audience member is present in the audience.

118. (new) An apparatus as defined in claim 117, wherein the probability is
computed based upon a number of times that the audience member has been in the
audience of the receiver during a corresponding day part.

119. (new) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the audience member was historically in the audience of the receiver.

120. (new) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based on a number of times that the receiver has been turned on.

121. (new) An apparatus as defined in claim 119, wherein the processor is programmed to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

122. (new) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon at least one of tuning style or tuning patterns.

123. (new) An apparatus as defined in claim 122, wherein tuning style comprises at least one of tuning velocity, tuning acceleration, or program clustering.

124. (new) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver using a heuristic.

125. (new) An apparatus as defined in claim 124, wherein the heuristic utilizes at least one of: a number of times that the audience member has been in the audience; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that the receiver is turned on; or whether the audience member is logged in.

126. (new) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver based upon tuning style.

127. (new) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the receiver by computing a likelihood based upon audience composition and tuning habits.

128. (new) An apparatus as defined in claim 116, wherein the processor is programmed to suppress prompting of the audience member if the audience member has already entered the audience member identification.

129. (new) An apparatus as defined in claim 116, wherein the processor is programmed to wait a pre-determined amount of time between prompting decisions.

130. (new) An apparatus as defined in claim 116, wherein the processor is programmed to prompt or suppress the prompting at intermittent prompting occasions.

131. (new) An apparatus as defined in claim 130, wherein the intermittent prompting occasions are nominally separated from one another by a period T , and wherein the period T varies depending upon prior responses to the prompting.

132. (new) An apparatus as defined in claim 116, wherein the processor is programmed to:

count the audience members in the audience of the receiver to produce a count;
prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

suppress prompting of the audience member if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

133. (new) An apparatus as defined in claim 116, wherein the processor is programmed to:

store audience identification data in tables; and

collapse the tables if the tables contain insufficient data to make a prompting decision.

134. (new) A method of distinguishing audience members comprising:

recording data indicative of historical tuning behavior for an individual;

recording data indicative of current tuning behavior; and

determining if the individual is present in an audience by comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

135. (new) A method as defined in claim 134, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

136. (new) A method as defined in claim 134, wherein recording the data indicative of historical tuning behavior comprises periodically prompting for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

137. (new) A method as defined in claim 136, wherein periods of time between periodic prompts increase over time.

138. (new) A method as defined in claim 136, wherein periods of time between periodic prompts depends upon distinctiveness of the recorded data.

139. (new) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

- record data indicative of historical tuning behavior for an individual;
- record data indicative of current tuning behavior; and
- determine if the individual is present in an audience by comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

140. (new) An article of manufacture as defined in claim 139, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

141. (new) An article of manufacture as defined in claim 139, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

142. (new) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

143. (new) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

144. (new) An apparatus comprising:
a memory; and
a processor coupled to the memory and programmed to:
record data indicative of historical tuning behavior for an individual;
record data indicative of current tuning behavior; and
determine if the individual is present in an audience by comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

145. (new) An apparatus as defined in claim 144, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

146. (new) An apparatus as defined in claim 144, wherein the processor is programmed to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

147. (new) An apparatus as defined in claim 146, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

148. (new) An apparatus as defined in claim 146, wherein the processor is programmed to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

149. (new) A method of distinguishing audience members comprising:
recording a first set of data associated with a first audience member;
recording a second set of data associated with a second audience member; and
identifying a presence of the first audience member or the second audience member by comparing a recent set of audience inputs to the first and second sets of data.

150. (new) A method as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data uses at least one statistical difference between the first and second sets of data.

151. (new) A method of distinguishing audience members as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data comprises comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data .

152. (new) A method of distinguishing audience members as defined in claim 149, wherein recording the set of data associated with the individual comprises periodically prompting for an audience member identification to associate recorded data with the audience member.

153. (new) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts increases over time.

154. (new) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts depends upon statistical distinctiveness between the first and the second sets of data.

155. (new) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

- record a first set of data associated with a first audience member;
- record a second set of data associated with a second audience member; and
- identify a presence of the first audience member or the second audience member by comparing a recent set of audience inputs to the first and second sets of data.

156. (new) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

157. (new) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data.

158. (new) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate recorded data with the audience member.

159. (new) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

160. (new) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

161. (new) An apparatus comprising:
a memory; and
a processor coupled to the memory and programmed to:
record a first set of data associated with a first audience member;
record a second set of data associated with a second audience member; and
identify a presence of the first audience member or the second audience member
by comparing a recent set of audience inputs to the first and second sets of data.

162. (new) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

163. (new) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first and second set of data.

164. (new) An apparatus as defined in claim 161, wherein the processor is programmed to periodically prompt for an audience member identification to associate recorded data with the audience member.

165. (new) An apparatus as defined in claim 164, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

166. (new) An apparatus as defined in claim 164, wherein the processor is programmed to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

167. (new) A method of identifying a presence of an individual in an audience comprising:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

identifying the individual causing the tuning events based on the series of time intervals.

168. (new) A method as defined in 167, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

169. (new) A method as defined in 167 further comprising at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

170. (new) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

171. (new) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and

identifying the individual causing the tuning events based on the comparisons.

172. (new) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

detect a series of tuning events;

record a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

identify an individual causing the tuning events based on the series of time intervals.

173. (new) An article of manufacture as defined in 172, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and
identifying the individual causing the tuning events based on the comparison.

174. (new) An article of manufacture as defined in 172 wherein the machine readable instructions cause the machine to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

175. (new) An article of manufacture as defined in 174, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

176. (new) An article of manufacture as defined in 174, the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

and
comparing the series of time references to a historical record of viewing times;
identifying the individual causing the tuning events based on the comparisons.

177. (new) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

detect a series of tuning events;

record a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

identify an individual causing the tuning events based on the series of time intervals.

178. (new) An apparatus as defined in 177, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

179. (new) An apparatus as defined in 177 wherein the processor is programmed to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

180. (new) An apparatus as defined in 179, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

181. (new) An apparatus as defined in 179, the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and

identifying the individual causing the tuning events based on the comparisons.